

LETTER TO DISTRIBUTORS:

Tape Duplicator: Bo  
WESTAPE Kratt  
#379-  
CAMPBELL 0870

As a distributor of ASTROCADE's products, you are obviously interested in schemes to increase sales.

The ARCADIAN Newsletter has been disseminating information and data about the ARCADE unit since 1978. ~~and has built up a mailing list of owners and subscribers exceeding 8000.~~

~~One of the~~ We have developed a group of advertisers ~~who sell products that would be of~~ whose collective product line - available at retailers - would enhance the sell-ability of the Arcade unit. <sup>So, if the adp</sup> ~~in the~~ <sup>with the good</sup>

You have either been receiving the Arcadian, ~~since~~ or your current subscription package is enclosed. ~~Review the~~

We have developed a demonstration tape, used via a regular cassette recorder, which illustrates some of the features of the ARCADE - as created by a user, at home - and which includes a home-made game that the prospective purchaser can play (Getting the frog across the road).

We are providing disks /seps with a free sub to  
the ARe because we want ~~them~~<sup>you</sup> to be aware of the  
third-party world that exists in support of the ARe 200.

~~Various~~ Programs and enhancements are available ~~to~~ for  
use in making the ARe 200 a more usable unit. Most of  
the programs have been written by non-professionals - persons  
available for sale, or included in the ARe 200  
who ~~had no~~ were buyers of the ARe 200 down to a year  
earlier.

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## MR. RETAILER:-

While the ARCADE has a great set of games, etc., provided by the VIDEOCADE series, it also has tremendous potential as a computer where the USER CAN MAKE HIS OWN GAMES. DISPLAYS. etc.

The area of greatest visual impact is the world of gamemaking and-playing.

### MAKE SALES BY SHOWING THE POTENTIAL

We can provide you with a ~~TAPE~~ Tape Sampler which has a number of programs developed by users of the machine. As a demonstration device, this tape uses the ARCADE itself, every time you show it. It is not a canned videotape or demonstration cartridge. You can change any of the programs using the Instruction Manual - modifying it on the spot to show the prospective customer. And the last program is an interactive game the customer can play against the machine - developed by a USER.

Our package consists of the Tape Sampler; Advertising material from third-party vendors who want to sell their products to ARCADE owners, primarily programs supplied on cassette. The existence of this material is another selling point for the ARCADE; and a sample issue of the ARCADIAN, published monthly for the ARCADE owner. Our subscribers have been playing games such as Checkers, BOTS, NIM, etc. for over four years using programs printed in the ARCADIAN. We provide the subscriber with Tutorials, Reviews, Contests, Technical Data - and Programs. We exist to enable the ARCADE owner to learn and expand his capabilities.

The Package is \$15. Postpaid.

A Subscription to the ARCADIAN is \$15. Back issues always available.